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IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A computer-implemented method for determining an optimal price, comprising:
 - receiving a plurality of prices associated with a price-frequency mathematical distribution of competitor prices, utilizing an input device of a computer system;
 - receiving a number of competitors, utilizing the input device of the computer system;
 - receiving a business objective which is selected from the group consisting of maximizing revenue for the good or service, maximizing gross profit for the good or service, maximizing factory utilization for the good or service, achieving a market share goal for the good or service, and maximizing earnings before income tax (EBIT) for the good or service, utilizing the input device of the computer system;
 - receiving a cost associated with a good or service, utilizing the input device of the computer system;
 - calculating an optimal price based on the prices, number of competitors, business objective, and cost associated with a good or service, utilizing a processor coupled to the input device of the computer system; and
 - outputting the optimal price for performing the business objective, utilizing an output device coupled to the processor of the computer system.
2. (Original) The method as recited in claim 1, wherein the price-frequency mathematical distribution includes a price-frequency mathematical curve.
3. (Original) The method as recited in claim 1, wherein the plurality of prices include a highest frequency price.

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4. (Original) The method as recited in claim 1, wherein the plurality of prices include a mean price.

5. (Original) The method as recited in claim 1, wherein the plurality of prices include a standard deviation low price.

6. (Original) The method as recited in claim 1, wherein the plurality of prices include a standard deviation high price.

7. (Original) The method as recited in claim 1, wherein the plurality of prices include a price associated with a beginning of the price-frequency mathematical distribution.

8. (Original) The method as recited in claim 1, wherein the plurality of prices include a price associated with an end of the price-frequency mathematical distribution.

9. – 12. (Cancelled)

13. (Original) The method as recited in claim 1, and further comprising receiving a sales and administration cost, utilizing the input device.

14. (Original) The method as recited in claim 13, wherein the business objective includes maximizing earnings before income tax (EBIT) for the good or service.

15. (Original) The method as recited in claim 1, wherein the calculating is carried out utilizing a frequency distribution engine, a probability of win engine, an expected results engine.

16. (Cancelled)

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17. (Currently Amended) The method as recited in claim 16, wherein the calculating further includes adjusting the probability of a customer purchase based on the number of competitors.

18. (Cancelled)

19. (Currently Amended) A computer program product embodied on a computer readable medium for determining an optimal price, comprising:
computer code for receiving a plurality of prices associated with a price-frequency mathematical distribution of competitor prices;
computer code for receiving a number of competitors;
computer code for receiving a business objective which is selected from the group consisting of maximizing revenue for the good or service, maximizing gross profit for the good or service, maximizing factory utilization for the good or service, achieving a market share goal for the good or service, and maximizing earnings before income tax (EBIT) for the good or service, utilizing the input device;
computer code for receiving a cost associated with a good or service;
computer code for calculating an optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service; and
computer code for outputting the optimal price;
wherein the computer code is executed on a computer for aiding in the performance the business objective.

20. (Currently Amended) A system for determining an optimal price, comprising:
an input device for receiving a plurality of prices associated with a price-frequency mathematical distribution of competitor prices, a number of competitors, a business objective, and a cost associated with good or service, wherein the business objective is selected from the group consisting of maximizing revenue for the good or service, maximizing gross profit for the good or service, maximizing factory utilization for the good or service,

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achieving a market share goal for the good or service, and maximizing earnings before income tax (EBIT) for the good or service;

a processor including a plurality of engines, and coupled to the input device, the engines of the processor adapted for calculating an optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service; and

an outputdisplay device coupled to the processor for outputtingdisplaying the optimal price for performing the business objective.

21. (New) A method as recited in claim 1, wherein a graphical user interface is included for inputting the competitor prices and the number of competitors.

22. (New) A method as recited in claim 21, wherein the graphical user interface is adapted for inputting the business objective.

23. (New) A method as recited in claim 22, wherein the price-frequency mathematical distribution is used to estimate the competitor prices.

24. (New) The method as described in claim 22, wherein the price-frequency distribution is estimated using the set of competitor prices.

25. (New) The method as described in claim 22, wherein the price-frequency mathematical distribution is converted to an expected probability of a customer purchase based on the number of competitors.

26. (New) A method as recited in claim 22, wherein the price-frequency mathematical distribution is converted to a table of prices with a frequency of a price within the table corresponding to the price-frequency mathematical distribution.

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27. (New) A method as recited in claim 26, wherein each price, probability of a customer purchase, and cost-per-unit are used to form an income/operational statement for each member of a plurality of prices.

28. (New) A method as recited in claim 27, wherein each income/operational statement is comprised of financial and operational terms including revenue, cost-of-goods, gross profit, factory utilization, and market penetration.

29. (New) A method as recited in claim 28, wherein a set of the income/operational statements are stored within a table.

30. (New) A method as recited in claim 29, wherein a maximum revenue value, a maximum profit value, a plurality of factory utilization values, and the market penetration value corresponding to a market penetration goal are identified along with corresponding prices.

31. (New) The method as described in claim 30, wherein the optimal price satisfying the selected objectives is identified.

32. (New) A method as recited in claim 17, wherein each price, probability of a customer purchase, and cost-per-unit are used to form an income/operational statement for each member of a plurality of prices.

33. (New) A method as recited in claim 17, wherein each income/operational statement is comprised of financial and operational terms including revenue, cost-of-goods, gross profit, factory utilization, and market penetration.

34. (New) A method as recited in claim 17, wherein a set of the income/operational statements are stored within a table.

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35. (New) A method as recited in claim 32, wherein a maximum revenue value, a maximum profit value, a plurality of factory utilization values, and the market penetration value corresponding to a market penetration goal are identified along with corresponding prices.

36. (New) The method as described in claim 35, wherein the optimal price satisfying the selected objectives is identified.